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INVESTIGATIONS

POWER OF SUGGESTION

By Robert W. McGraw

TARGET: *Housewife* by SEYMOU E. FRANCIS

HOTTER'N A FIRECRACKER

BREAST O' CHICKEN

BRAND

FIRST IN LIFE

and now, again...another smashing-tuna selling

LIFE PROMOTION

WATCH FOR JUNE 25TH ISSUE, OUT JUNE 22ND

WESTGATE-SUN HARBOR COMPANY

1995 BAY FRONT, SAN DIEGO 12, CALIFORNIA, Tuna Capital o' the World

Help yourself to even better ship telephone service

For more profitable ship-shore service.. for added convenience in receiving the calls which often mean more business and greater safety at sea ... here are two telephone tips:

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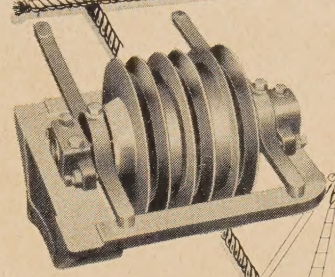
2. Set up listening schedule and tell those ashore best hours to reach you.

For extra convenience, install selective signalling. Then operators can dial you directly.

To get this free booklet, call or write Pacific Telephone in your nearest large port city.

Pacific Telephone

HANDLES ALL UTILITY POWER NEEDS OF WORK BOATS!



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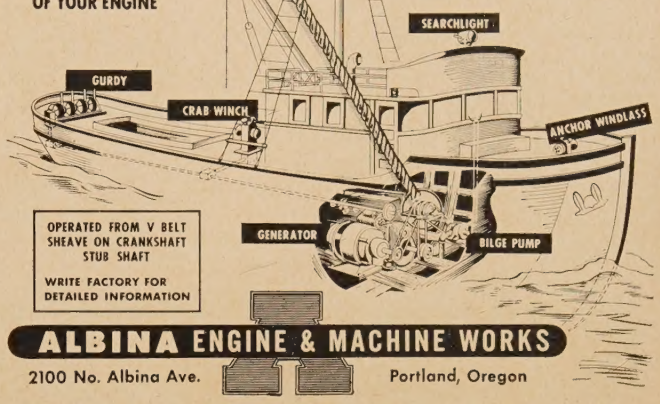
● More and more work boat operators around the country are installing Albina Power Take-Offs for instant auxiliary power to operate needed equipment. Take-Off is chain or lever operated, has direct or remote control, weighs approximately 25 pounds and fits any marine engine.



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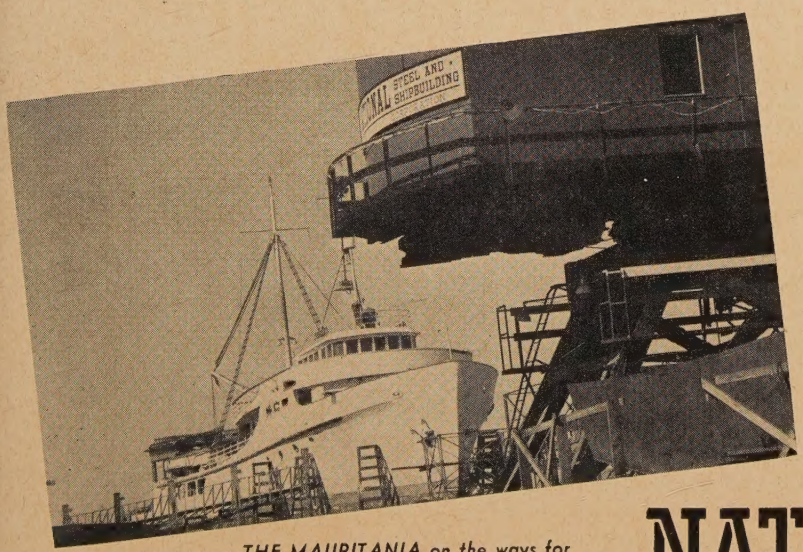
BEST REPAIR SERVICE AVAILABLE!



THE MAURITANIA on the ways for general repair.

- ***always the finest in materials and workmanship***

National offers you complete yard and shop facilities for expert maintenance and repair work on steel or wood vessels. Whether we are building or repairing, your boat receives only the best in materials and workmanship.

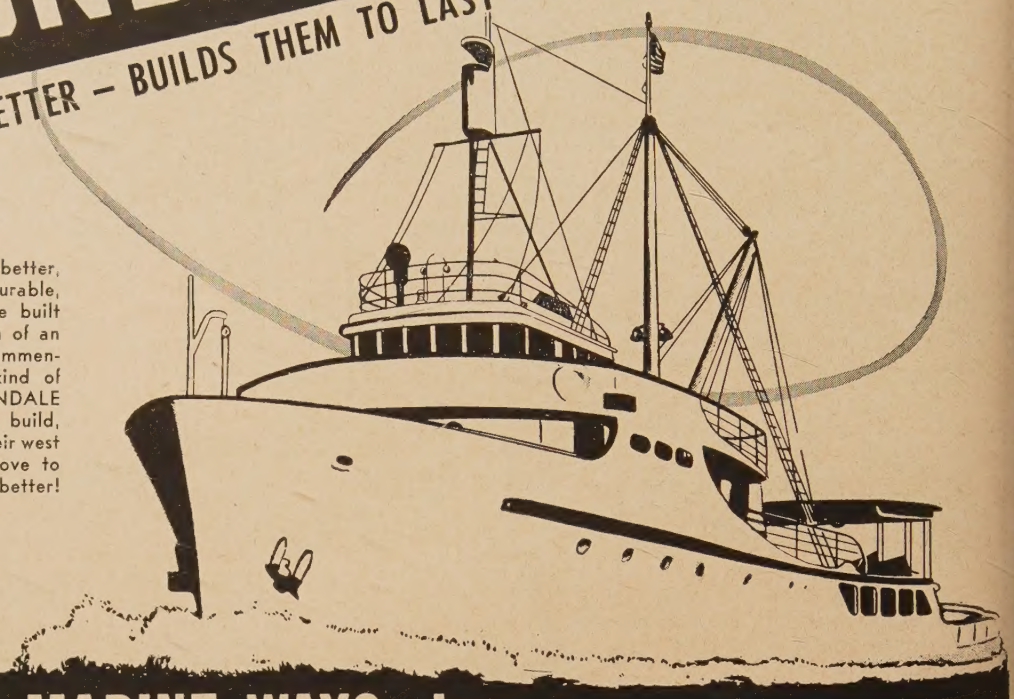
With ways facilities for seven vessels, you are assured that your beach time is held to a minimum.

NATIONAL STEEL AND ★ SHIPBUILDING CORPORATION

HARBOR DRIVE AT 28th • SAN DIEGO 12 • PHONE F9-8065

AVONDALE

BUILDS THEM BETTER – BUILDS THEM TO LAST – BUILDS THEM OF **STEEL**



AVONDALE tuna clippers are better, tougher, more seaworthy, more durable, and longer lasting—because they're built of steel! Ask any owner or Captain of an AVONDALE-built clipper. His recommendation will be the proof of the kind of workmanship and skill that AVONDALE puts into each clipper. Before you build, consult AVONDALE engineers or their west coast representatives. Let them prove to you that AVONDALE clippers are better!

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DRAKE & BULLEN
San Diego, California

AVONDALE MARINE WAYS, Inc. WESTWEGO, LOUISIANA

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Telephone: Tucker 7116

SAN FRANCISCO
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SEATTLE
264 Colman Building
Telephone: Eliot 1794

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Re-powered with 560 horsepower, model V6, UNION Diesel.

***Installed by* LONG BEACH MARINE REPAIR**

The UNION DIESEL ENGINE *Company*

Established 1885

2200 East Seventh Street, Oakland 6, California, U. S. A.

Cable Address: UNIGAS

Codes: A-1, Liebers' Standard, ABC-Fourth Edition, ABC-Fifth Edition, Engineering-Second Edition, Western Union-Universal Edition, Western Union-Five Letter Edition, Bentley.

STANDARD ENGINEER'S REPORT

DATA

LUBRICANT RPM Gear Lubricant (comp.)

UNIT Fishing boat "Josie Lena" - 52' 60 H.P. Atlas Diesel engine

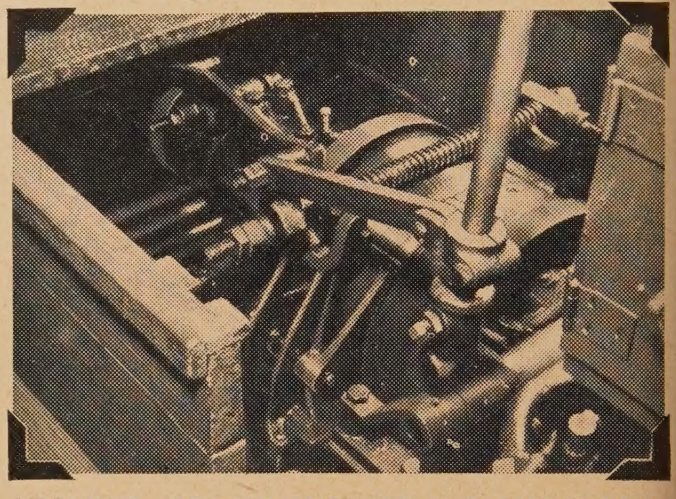
PART Reverse gear - self-lubricated

CONDITIONS Fish high seas - Albacore + shark off California + Mexico Coasts

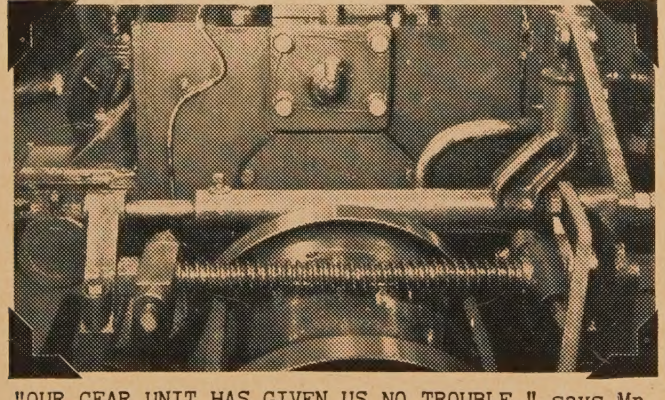
OWNER Joseph Piazza - San Francisco

No transmission gear expense in 10 years of work!

IN FOUL AND FAIR WEATHER, the Josie Lena has fished in the Pacific for 10 years. She makes regular trips around the windy Santa Barbara Islands and in the path of tropical storms down the Mexico coast.



LUBRICATED WITH RPM GEAR LUBRICANT (COMPOUNDED), not one gear in her transmission has ever been replaced and all were in "perfect" condition when recently inspected. Lubricant is drained and replaced only yearly . . . about one quart a month added.



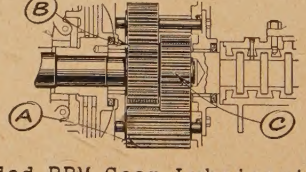
"OUR GEAR UNIT HAS GIVEN US NO TROUBLE," says Mr. Piazza, owner. "After 7 years of use we opened it up to check the cooling system. The gears were in perfect condition, so we put them all back in."

STANDARD TECHNICAL SERVICE checked this product performance. If you have a lubrication or fuel problem your Standard Fuel and Lubricant Engineer or Representative will give you expert help; or write Standard of California, 225 Bush Street, San Francisco 20.

RPM

TRADEMARK "RPM" REG. U. S. PAT. OFF

How to Cut Upkeep Costs on Self-Lubricated Marine Transmissions



Compounded RPM Gear Lubricant in marine transmissions will prevent excessive wear and loss of lubricant from leakage. It comes in viscosity grades to meet all conditions.

A. Contains foam inhibitor — prevents retention of air whipped into lubricant by gears and building up of pressure.

B. Oiliness compound helps provide tough lubricating film — withstands shock and overloads and prevents wear.

C. High resistance to oxidation prevents deposits; assures lubrication in extreme temperatures.

STANDARD OIL COMPANY OF CALIFORNIA

AN-AMERICAN
isherman

magazine of PAN-AMERICAN FISHERIES
ned with the magazine TUNAfisherman

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205 Broadway Pier Bldg.
San Diego 1, Calif — Phone F-7328

A Journal Published Monthly
Serving the Pan-American Fisheries
A Marine Press Publication

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WINDS 22

COVER

tty Oxley, San Diego, California model, a platefull fit for a King. Beautiful girl—iful dish!

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FOREIGN BUREAUS
ulu, T. H.; Anchorage, Alaska; Sydney, Aus-Mexico City; Lima, Peru; Balboa, Canal Zone; own, S. Africa; Tokyo; Ensenada, Mexico; a, Mexico.

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DOMESTIC BUREAUS
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ABOUT THIS ISSUE:

THE West Coast's tuna industry, according to Seymour E. Francis, is currently engaged in an all-out drive to convince the American housewife that she cannot maintain a feasible budget unless she stocks her larder with a reasonable supply of the beautifully wrapped tins of tuna, and other palatable delectables scooped from the Pacific ocean by San Diego's giant tuna clipper fleet.

Francis, in revealing the stepped-up advertising program by local canneries, brings some sharp and interesting facts to view in his story on page 10, entitled *Target: Housewife.* And, it might be added, some of the facts written therein are more than a little interesting. For instance, within the past few months, the giants among the canners have swung from the floor in a Battle of the Brands, with the result that the nation's menu masters are stocking and using more tuna than ever before. Francis, who characterizes today's promotions as Round Two, is somewhat enthusiastic over the picture, and he goes on by saying, "The West Coast's tuna industry, entering (Round Two) of what might be termed its battle with other provender for the favor of American housewives, is providing avid savants of the economic scene with a case history of what happens when alert merchandisers join the fray. Within the past few months, the giants among the canners have swung from the floor in a (Battle of the Brands) . . . with the result that the nation's menu-masters are stocking and using more tuna than ever before. Sales today have reached totals that, if mentioned as quotas twenty years ago, would have been brushed aside as too fantastic to attempt.

"And, let it be said, to their everlasting credit, that the canners who are pouring their dollars into highly competitive merchandising campaigns foresaw the need many months ago and were smart enough to make some positive moves that were essential for the survival of the industry itself, to say nothing of their own financial statements. The American metal institute showed the way; the National Fisheries Institute proved that eating habits can be changed. And now the tuna packers, faced with greater fishing fleets, a larger tuna catch and increased foreign threats, are taking the lessons to heart and going all out in sales efforts. Each, of course, is pushing particular brands, but the cumulative effect benefits the entire industry. Like the nickel that hits the slot machine jackpot, the canners' merchandising dollar has released a flood of silver into the pockets of fishermen, canners and uncounted thousands of assorted gentry.

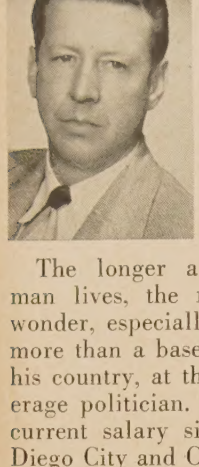
"Which is not to say that the canners neglected merchandising prior to the current rhubarb. All of them had programs of one kind or another, but nothing like the present campaigns that include full color pages in national consumer magazines, large-space advertising on newspaper food pages, television, radio, transit cards, point-of-purchase material and a continual goading of the retailer to make sure he knows the profit advantages of mass and related items displays . . " But, hey, we'd better let you read it!

•

There's a good story on page 9. It's about the Standard Iron Works of San Diego, California, and it's called, *Wrought of Iron.* Standard is one of San Diego's pioneer businesses, and currently it's under the Directorate of Charles Winsby. Winsby is 33 years old, and he raises horses for a hobby. Businessmen in San Diego say that he has done an outstanding job of bringing Standard along the road to its present top-notch position. But we'll back off without saying more; you'll find the story interesting, we're sure.

•

A ship building story, entitled *Power of Suggestion,* is unraveled on page 13, and, in short, discusses the progress of one of Southern California's leading ship chandleries.



EDITORIALS

The Penalties of Mush Huckstery

The longer a normally intelligent man lives, the more he is bound to wonder, especially if he has something more than a baseball-hotdog interest in his country, at the reasoning of the average politician. A case in point is the current salary situation involving San Diego City and County teachers and the Federal Government. Despite efforts of the Joint Employes Salary Committee, which is composed of both private citizens and educators, only one structural alteration has been set up since late in the year, 1950. This was two-step raise granted on April 1 to such classified employes as gardeners and guardians.

The educators themselves, however, got what the blind man shot at during the proceedings, nor have they received anything resembling an adjustment since. The discrepancy, of course, cannot be blamed on either the Board of Education or the Joint group; God knows they have tried to put through a remedy. The Board itself has been pleading for a Washington, D. C., okay of its next school-year budget since February, 1951. It is hoped that the appropriation will come through before Fall, otherwise many parents may have to sweat. Teachers who take good paying jobs during the summer may be hard to lure back to a miserable salary bracket. Ergo, a scarcity of teachers looms for the San Diego area in 1951-52.

This problem, and others similar, have odd character twists. It's a Federal law that the Government must aid areas, such as San Diego, in the perpetuation and advancement of their school systems, via the monetary route. But San Diego's problem for this year at least, seems to have caused little concern in Washington's marble halls and Washington's marble heads. Indeed, it looks as though the Honest Johns in charge up their either do not give a damn, or, if they do, then their collective consciences are being soothed by four-bit concerts, or inquisitional sprees.

Yet it must be said, in fairness, that the politician is not solely to blame for much of the wrong-way operation that goes on. The majority of our voting public obviously has become, particularly during the past six years, quite indifferent to Administration chicanery, brigandage, throat-slittings and swindles. Most Americans, in fact, apparently do not mind if huge portions of their taxes are spent by such useless governmental machinations as, say, the Kefauver shenanigans. More, they do not only permit it, but they *applaud* such things. Certainly the Kefauver project has been, up to now, as transparent a fiasco as one could wish for. The overall operations of these publicity-seeking mush hucksters have about the same odor, politically speaking, as that of a Barnum whoop campaign for the Bearded Lady; plus the dignity of a peasant conclave in the basement of a Kansas meetin' house, added to the manners of a coterie of butcher birds.

A glance at the back files of any good metropolitan newspaper discloses that this group is guilty even of plagiarism. In at least eighty per cent of the instances, it has lifted, almost bodily, the records of previous, locally-inspired criminal investigations, dressed them up with television and newsreels, and fobbed them off on the public as bulleyes. A good example of this is provided by the files of New York's District Attorney Frank S. Hogan.

These documents show that the Kefauver group sniped at least fifty per cent of Hogan's material on gambler Frank Costello, and made a big issue of the "discovery." Hogan, so early as 1943, exposed Costello as having a dominant voice in Tammany Hall, and, so far as the Fire Department item in New York is concerned, it took Hogan's detectives, accountants and operators six months to unearth the $135,000 deal, which Kefauver and the Committee's attorney, Halley, snatched up and rehashed.

The group's other investigations, in other cities, reveal the same tactics. The Pendergast organization, or what's left of it, has been on the griddle for so many years that, in many circles, the name of the original investigator has been forgotten. State and city-inspired crime probes in Los Angeles, San Francisco, *et al*, have followed in much the same vein, and, to add a final, tragic note, the Kefauverites even managed to smear the public record of Ambassador to Mexico, William F. O'Dwyer, on whom they have yet to prove anything of a criminal nature.

In short, the only possible good that has resulted from the snoutery of these katzenjammers is (a) publication of the gigantic "take" by gambling syndicates (b), an incessant supply of good front page copy for Big Brother daily newspapers, and, (c), formation of an excellent television show. Few criminal transgressors, to be sure, have been clinked as an aftermath of these pryings, nor is it probable that wholesale purges of our criminal element will take place immediately, mankind's gambling instinct being such as it is. But the money-grubbing goes on, all the same.

The Kefauver Committee spent, for example, almost $265,000 on the first phase of its uplift, and, only recently with little more than a crook of a finger it was allocated another $100,000 by the stalwarts of Congress. This amount was voted to underwrite a continuance of the Committee's holiday basking until it is presumed, more State records can be re-hashed to a gullible public's satisfaction.

Certainly it is not the purpose of this page to argue against the rigid prosecution of criminals. Organized crime and one of its facets, gambling a' la syndicate, are menaces to any decent society. Persons affiliated with such have no place in America. But neither is there a place in public office for men or women who extravagantly publicize themselves at the taxpayer's expense. On the whole, it is doubtful if a half dozen hotel house dicks would have turned in an expense account of more than $15,000 for the same results as those submitted by the Kefauver Committee. Yet our teachers, throughout the nation, go underpaid. Educators who have studied hard for Degrees, in order to qualify as moulders of future-generation minds, must keep up a steady tattoo at Washington to get even so much as an informative answer to their petition.

It would be interesting to note how much graft and crime could have been averted, had the United States Government paid more attention to the well being of American educators when Messrs. Costello and Acardo were children. Indeed, a simple, elementary course in business management and efficiency had it been drilled into more voters a generation ago, might have resulted in the saving of around $300,000 of the money today. —*John Springer*

The GLOBE

An International News
File compiled by
FOREIGN BUREAUS
of
Marine Press Association

Capetown, S. A.—A Danish elaborately-equipped deep-sea scientific expedition has reported trawling operations at a depth of 15,000 feet (2,500 fathoms), according to the March 1951 issue of the South African Shipping News and Fishing Industry Review. With modern equipment designed to plumb the greatest depths, these deep-trawling operations were carried out between 150 and 200 miles southeast of Durban, South Africa, and are reported to have produced remarkable results. Progressively lesser depths were trawled as the vessel (the Galathea) worked stations nearer to the African coast. Specimens, which may be new to marine science, were secured from this area, which is believed to have never been fished before.

The specimens consisted of a number of eels up to four feet in length and two small bottom fish (among the rarest known to marine biologists. The eels had been obtained from the greatest depth the expedition had so far secured specimens of eels from, and at a depth from which eels had never before been obtained. The two bottom fish (small, pale, queer-shaped, a creamy white in color and without eyes) were rated the most valuable scientific specimens taken up to this stage of the expedition. There are ten known specimens of the one type and it is thought there may be five of the other yet both specimens were brought up in the same trawl.

Also from the same area, the expedition caught the largest complete specimens of a deep-sea squid which has been obtained. Scientists aboard consider it three times larger than any specimen at present in their possession. A huge, red deep-sea prawn nearly nine inches in length was also brought up.

The primary object of the Galathea's deep-sea expedition, is to carry out reesarch work in the unexplored deep waters of the world. To this end, Danish scientists have devised special equipment which would enable them to trawl, at more than 35,000 feet (5,883 fathoms) below the surface.

Over one-third of the world's surface is covered by water more than 12,000 feet (2,000 fathoms) deep and is still a virtually unexplored area. Below the 24,000 feet (4,000 fathoms) nothing is known and it is in these areas that the expedition is seeking its principal field of operations. The greatest depth in which they hope to operate would be in the 36,000 foot "hole" in the area of the Phillipines for which a specially designed cable would be shipped out to Singapore. In the Indian Ocean it was not thought likely that operations below the 16,000 foot level would be undertaken.

The Galathea expedition, which is scheduled to call at 66 ports scattered all over the world will take about two years but it will be several years probably before the scientists complete a report of their findings.

From the Durban the Galathea will work up the Hozambique Channel. The deepest areas are being sought as the vessel slowly makes its way across the Indian Ocean towards the Pacific where it will operate in the greatest depths. The expedition is due back in Denmark in the latter part of 1952.

Oslo, Norway.—Herring Fisheries: As of March 18 the Norwegian winter and spring herring fisheries were drawing to a close and the total catch had reached 8.9 million hectoliters (827,700 metric tons) as compared to 8.2 million hectoliters (762,000 tons) on the corresponding date last year.

A new record has been established slightly above the record catch of 1948 which was 8.8 million hectoliters (818,400 tons), states a March 30 American embassy dispatch from Oslo. This was the result of technical improvements in the fishing fleet, improved marketing facilities, favorable weather conditions, and abundance of fish.

To date the utilization of the catch has been as follows: 7.0 million hectoliters (651,000 tons) for the herring oil factories; 0.8 million hectoliters (74,400 tons) exported fresh; 0.8 million hectoliters (74,400 tons) salted; 0.2 million hectoliters (18,600) canned; for local bait, and for fresh consumption, 0.1 million hectoliters (9,300 tons).

Cod Fisheries: As of March 17, the Norwegian cod fisheries had produced 67,481 metric tons as compared to 63,301 tons on the corresponding date last year. Utilization of the catch so far has been as follows: 31,001 tons salted, 16,618 tons dried, and 9,862 tons marketed fresh. Of the total catch, 43,107 tons were obtained on the Lofoten fishing grounds, compared to 33,294 tons last year. The better results obtained this season must be attributed to the greater use ot purse seines. This fishing method accounts for 40 percent of the catch, in spite of the fact that fishermen utilizing purse seines are only permitted on the fishing grounds part of the day.

Whaling: The 1950-51 Antarctic pelagic whaling season came to a close on March 9. The Norwegian whaling expedition reached a total production of 157,805 metric tons of whale oil (previous season 167,317) and 20,621 tons of sperm oil (previous season 10,217). Thus, the total production of 178,426 tons for this season was practically the same as that of the previous season (177,534), but with the important differences that whale oil production was about 10,000 tons less and sperm oil production about 10,000 tons more than last year.

Guayamas, Sonora, Mexico.—Shrimp deliveries in Guaymas, Mexico, by the fishing fleet of that area were again below expectations during March, according to an April 6 American consular dispatch from that city.

Total production probably did not exceed 300 metric tons in March. Though some well-established firms in the shrimp fishing and freezing business are managing not to lose money under present conditions of catch and market, most Guaymas plant and boat owners find themselves over-expanded, short of capital, and unable to cover all of the fixed costs which resulted from their enthusiastic preparation for a record 1950-51 season. The leaders of the Mexican industry continue to beseech the Mexican government for relief from export taxes, and are seeking assistance from that source.

PAN-AMERICAN
fisherman
NEWSmagazine of PAN-AMERICAN FISHERIES

EBB 'N FLOW

Innovations
Disputes • Records

KILOCYCLE KLAMBAKE

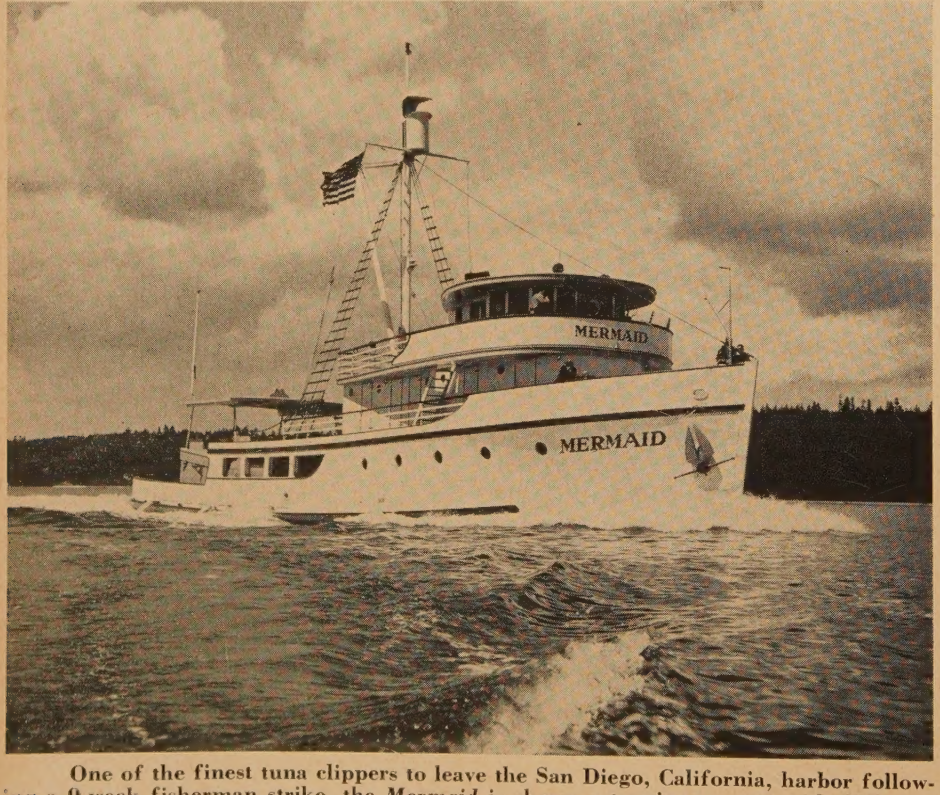
Program Big Hit:

San Diego, Cal., May 31—(MPA)—A radio program in this warm Southern California city by the sea is making itself well known to residents and visitors alike, and each succeeding week it manages to step a little higher in popularity. The program, of course, is the "Cold, Hard Cash" shindig, which airs every Saturday over KCBQ at 11:30 a. m. The program is originally staged and recorded on Friday nights at 8:30, and the tape replayed the following day.

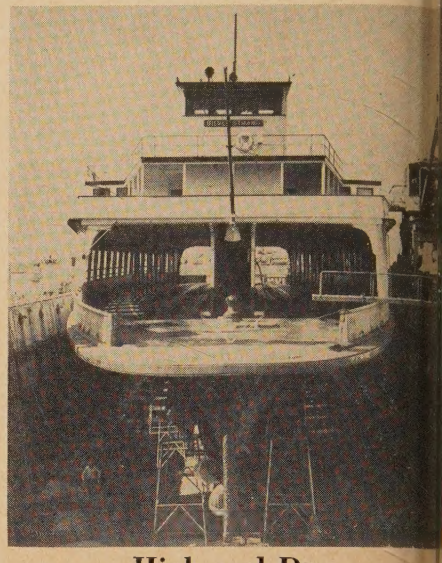
Produced and m.c'd. by smilin' Bill Thompson, the show features giveaway prizes of money, flowers and various articles of value to participants. The sponsor of this up-and-coming air treat is Van Camp Sea Food Company, one of the California fisheries currently campaigning to bring tuna fish and other sea delicacies into the American housewive's shopping list.

"Miss Chicken O' The Sea," petite Syd Chrode, a blond bombshell who flashes a smile resembling brilliant pearls, kingsize, enhances the show's audience appeal quite a bit by merely strolling around the studio with a tray of brightly wrapped cans of tuna fish. They call it "public relations," and many male members in the audience would indeed enjoy being a relation to Miss Chrode.

Helping along with "mike" duties is Phil Bertram, *Pan-American Fisherman Magazine* columnist and well known fishery official in San Diego. The pace of the show is fast and amusing, and audience participation is invited. Prizes of 10 and 15 dollars are awarded t those contestants correctly answerin catchy questions, and consolation gift of flowers and other prizes go to thos missing the right answers. Big interes of the show, however, is the free trip t Mexico City every six weeks for som lucky contestant. The fortunate perso selected to go on this gratus excursio to Ol' Meheeco is the ultimate gran prize winner who "out-answers" fiv other weekly winners. The trip include free passage via a Pan-American Ai ways luxury liner to Mexico City i cooperation with the Mexicana De Avia cion, and receiving the total amount c money left in the jackpot from eac week's program losers. This, of course has stimulated interest in the program In fact, the entire kit and kaboodle wa moved from a local night club to th bigger studio at KCBQ because of it increasing popularity.



One of the finest tuna clippers to leave the San Diego, California, harbor following a 9-week fisherman strike, the *Mermaid* is shown returning to port with 195 tons in her holds.



High and Dry

First ferry drydocked in San Dieg pictured being sanded at Martinolich shipyard.

FIRST TIME IN SAN DIEGO

Ferry Boats Drydocked:

San Diego, Cal., May 15—(MPA)— Martinolich Shipbuilding Company "ferry" busy these days, since Ton Martinolich leased a 389-foot floatin drydock from the Navy. The ferry boat which heretofore chugged to San Ped to be overhauled, are being groomed the local company's plant, and in recor time. The *Silver Strand* was the first three ferries to mount the drydock, fo lowed by the *San Diego* and *Coronad* boats. The yard also handles naval cra and clippers. (*Continued on page 2*

DUSTRY

Don Dearth
eneral Sales Manager of Standard Iron Works.

AMERICA'S industry is, in the main, a congregation of infinitesimal enterprises that pro- billions of tons of products to sell he roaring markets across her strong, n breast of democracy and de- y. In a way, this country's produc- power and economic resources are lar to a wise jeweler's idea of ad- ising a particular gem in his expen- collection. He places a stone of in- dual beauty and unmatchable con- nity in a reserved center spot in his lay window; around this, with a fessional eye to exactness and pre- ness of placement, he expertly scat- other jewels of lesser quality, giv- care to avoiding certain elemental acteristics that might divert atten- from the one important gem he is uring. The big stone, thus firmly onced in its position of carefully ned importance, winks its rays of hing and colored brilliancy at view- while the smaller gems, deprived of vidual lighting advantages and rele- d to a position of supporting actors, because of intentional dullness, rlooked in the mad scramble of on- xers to glimpse the main attraction. the industrial world, America is a ht gem. She heaves her human scle in a never ending circle of stu- dous production, gathering to her n bosom the millions of people who, ying the role of supporting actors, ifest her industrial greatness and abilities to a level of accomplish- ment heretofore unattained by any country in the world.

THESE millions, uncomplaining in their roles of relative importance, comprise in part the nucleus of a working force boasting decades of unsurpassed progress. They form the working units of factories, mills, farms, foundries, fishing fleets, miners, newspapers, magazine publications, and countless thousands of booming industries. Many of these industries, founded and established when the United States was a toddler swathed in heavily taxed diapers that were pinned by a non-compromising English sovereignty that seemed bent on deterring the ambitious aims of America's industrious leaders, survived the onslaught of a major revolution and stoutly cast a weighty anchor into this country's industrial sea and set a precedence for the economic stature of today's great industries.

On the strength of this early century fight by America's founders and leaders, many peoples that dared the long ocean route to this country in later years had something solid and basic in which to plan a future. Small companies began to take root and grow along with the country, eventually blossoming into independent branches of commerce and, while thus sprouting, sowing a definite trend for future farmers of industry. This growth budded even during international strife, diplomatic misunderstandings, national turmoil and unrest, and a concentrated effort by certain political elements to check America's rapid climb to prominence among world powers.

OF course, during all this stubborn progress, a definite dye had been cast. States had begun to form a democratic union, declaring their combined manifesto as an aim towards unity of the entire country, which, eventually, after tremendous odds, was attained. The industries within these borders spread accordingly, and, in 1850, when the great State of California was admitted to that Union, there was a noticable movement of machinery and people moving West in the well-known pioneering spirit of this country. They, in turn, brought new ideas, new dreams and new money with them, which was welcomed by earlier settlers. Buildings went up; shops and factories gained in volume and business, and banks did a landslide business with gold nuggets and notes. It wasn't long after this that a certain iron foundry came into existance in a city called San Diego, formerly recognized as a city by a Mexican charter so early as 1836. The founder, a man of reasonable foresightedness, and a lib-

(*Continued on page 14*)

Wrought of Iron

Industrial America owes much to its pig-iron deposits. So does Standard Iron Works, of San Diego, California.

Target

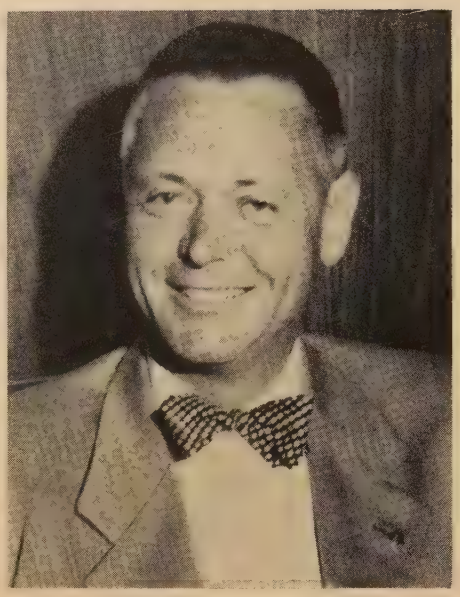
by Seymour E. Francis

THE West Coast's tuna industry, entering what might be termed Round Two of its battle with other provender for the favor of American housewives, is providing avid savants of the economic scene with a case history of what happens when alert merchandisers join the fray. Within the past few months, the giants among the canners have swung from the floor in a Battle of the Brands, with the result that the nation's menu masters are stocking and using more tuna than ever before. Sales today have reached totals that, if mentioned as quotas twenty years ago, would have been brushed aside as too fantastic to attempt.

And let it be said, to their everlasting credit, that the canners who are pouring their dollars into highly competitive merchandising campaigns foresaw the need many months ago and were smart enough to make some positive moves that were essential for the survival of the industry itself, to say nothing of their own financial statements.

The American Meat Institute showed the way; the National Fisheries Institute proved that eating habits can be changed. And now the tuna packers, faced with greater fishing fleets, a larger tuna catch and increased foreign threats, are taking the lessons to heart and going all out in sales efforts. Each, of course, is pitching his particular brand, but the cumulative effect benefits the entire industry. Like the nickel that hits the slot machine jack pot, the canners' merchandising dollar has released a flood of silver into the pockets of fishermen, canners and uncounted thousands of assorted gentry.

WHICH is not to say that the canners neglected merchandising prior to the current rhubarb. All of them had programs of one kind or another, but nothing like the present campaigns that include full color pages in national consumer magazines, large-space advertising on newspaper food pages, television, radio, transit cards,



Wade Ambrose
Westgate-Sun Harbor's top man.

Employing methods as different as night and day, San Diego, canneries are embarking on a national advertising campaign that should net rich and satisfying results.

point-of-purchase material and a continual goading of the retailer to make sure he knows the profit advantages of mass and related items displays.

And it's paying off, as Westgate-Sun Harbor Co. announced last winter via advertising manager Harold Requa: "Under the impact of a heavy advertising schedule, our 1950 sales more than doubled 1949. Our 1951 program will be the largest in the firm's history."

As an entity, Westgate-Sun Harbor Co. is comparatively new, having been organized only 18 months ago by merger of Westgate Sea Products Co. and Sun Harbor Packing Co. But although a youngster as a corporation, its roots go back nearly a half-century to the anxiety-filled early days of the industry, when the canners alternated annually between riches (during the Lenten season when tuna had its almost only sale) and rags (the rest of the year).

Since the days when tuna-smart Wiley Ambrose selected "Breast-O'-Chicken" as a brand name for his product, the pack has been merchandised into American stomachs, although on a scale considerably less than at present. Along with Gilbert Van Camp, Ambrose was a pioneer not only in the packing but in the selling of tuna, and, during the past quarter century, Breast-O'-Chicken has been first with so many merchandising and advertising ideas that some current, fresh-looking appeals actually are repeating Breast-O'-Chicken themes or ideas of the late '20s and early '30s. Among other things, Breast-O'-Chicken asserts it was first to:

a. Seek a year-round market for tuna by inaugurating a consistent, winter-months advertising schedule of hot meal recipes.

b. Organize a consumers panel of housewives, where women brought their recipes to a monthly meeting for kitchen and demonstration testing.

c. It was among the first, if not the actual first, to use tuna recipes consistently in large-size newspaper advertisements.

d. Publish a grocer's handbook on the grading and labelling of tuna.

e. Obtain personal endorsements from motion picture stars.

f. Tell how prominent chefs used tuna, and detail the recipes.

g. Use transit cards to sell tuna.

IT has been an avid supporter of related items merchandising, in which tuna displays in various grocery depart-

→ housewife!

ments help sell the other items needed in the recipe.

All of which is not a bit surprising to those who know the men behind the product — Jack Crivello, Wade Ambrose, Jim Lane, Harold Requa. All are aggressive, sales-minded executives who recognize advertising and merchandising for what they are—tools of business that, when properly used, help write a happy financial report.

Exact advertising expenditures and detailed merchandising plans are about as easy to obtain from a tuna packer as the detailed performance figures of one of the Navy's new Killer Subs. But some indication of Breast-O'-Chicken's 1951 advertising program was given advertising media representatives last winter, when a special "million dollar pack" filled with ad orders was distributed and opened.

Plans were revealed for the most extensive promotional and advertising campaign ever undertaken on behalf of Breast-O'-Chicken, including advertising (during 1951) in ten national consumer magazines, headed by such publications as *Life, Good Housekeeping, McCalls, Woman's Home Companion, Ladies Home Journal* and *True Story.*

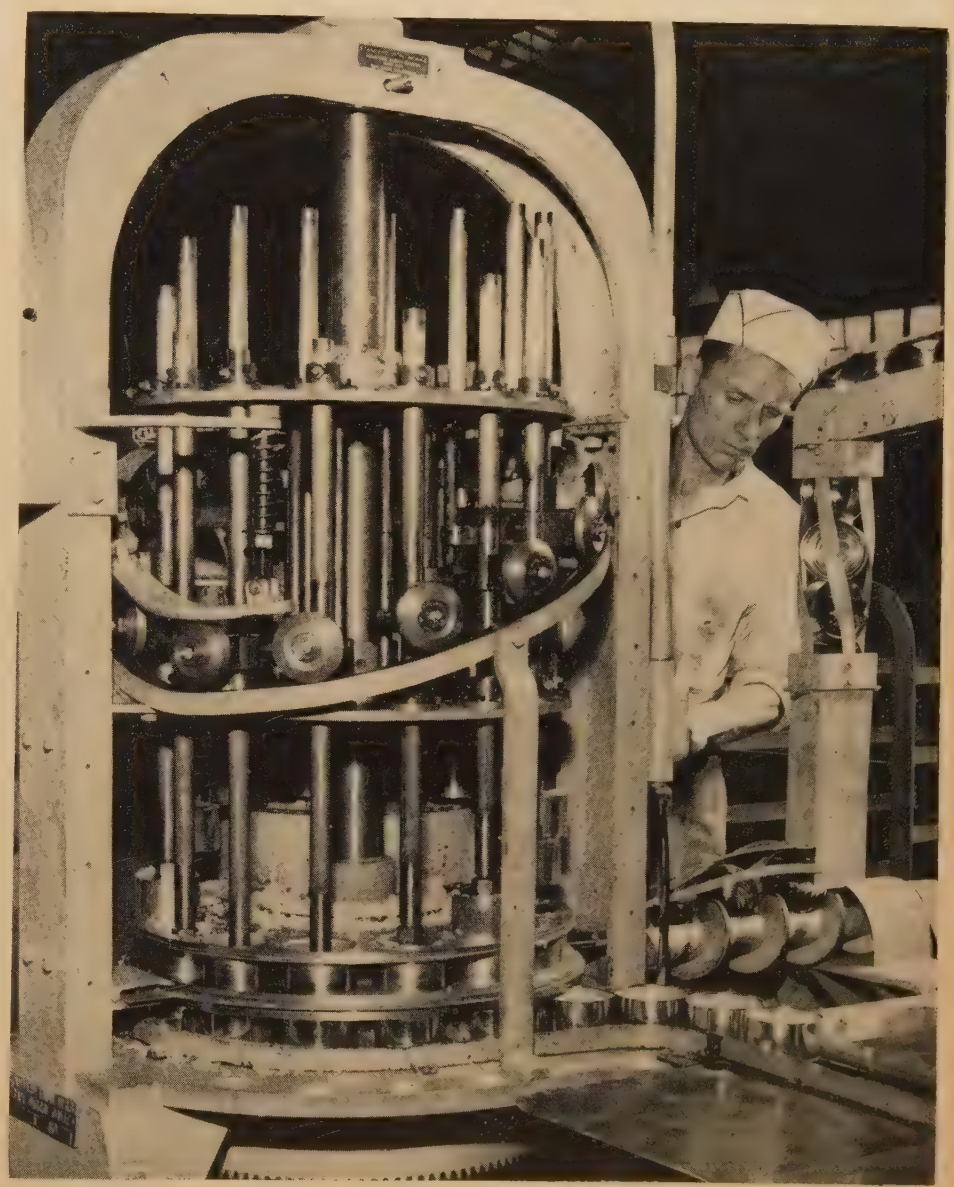
This is being supported on the local level by food-page display advertising in upwards of 100 newspapers; television in 22 major markets; transit cards in more than 30 markets; radio and point-of-purchase material, and ads directed to distributors and retailers in nearly every national grocery trade journal. In addition, related fields, such as commercial fishing, are told of the plans through advertising in their own trade journals, including *Pan-American Fisherman.*

There has been, and there still is in some quarters, a belief that an advertising program or a merchandising program, individually applied, will solve the sales problem. This is not entirely true.

Top flight businessmen know that both are essential, collectively speaking, along with a smooth-flowing system of distribution. They know, too, that the product must be good, and sold at a reasonable price. Advertising and merchandising stimulate demand, and it follows that more demand results in more sales, and more business for everyone along the line from fisherman to grocer. Each phase of the Breast-O'-Chicken program complements and strengthens the other parts, and each is designed to bring one sound effect: the tinkle of coins that accompanies the grocery checker's: "And a tin o' Breast-O'-Chicken Tuna."

NOW, Breast-O'-Chicken officials, and the advertising brains of the company's agency (The Barnes Chase Co.) are among the first to admit that they don't always accomplish this for a variety of reasons. They are, however, quick to point out that a housewife who has been induced to buy tuna, as a staple food, will buy it, even though the brand may not be the one she saw advertised. In this way, brand advertising helps the entire industry and actually accomplishes what *Pan-American Fisherman* has been stressing for years

(*Continued on page 15*)



One of many amazing machines employed in processing tuna is the filler, pictured above. This machine fills the fancy-wrapped tins with the delicious product you buy from your local store.

Progress & Production

edited by
LAWRENCE LUSITANA

- Radiomarine
- Dorham
- Ka-Bar
- Albina
- Raytheon
- Morse Chain

CHAIN DRIVE:

A revolutionary power transmission chain drive, of far-reaching significance to America's fishing industry, was recently announced by the Morse Chain Company of Detroit and Ithaca, New York. Featuring entirely new design principles and called Morse "Hy-Vo (high velocity) Chain Drive," it provides, for the first time, a power transmitting medium that combines the ruggedness and dependability of the gear drive with the smoothness and lack of vibration of a belt. Opening whole new fields of possible applications in industry, according to its maker, Morse "Hy-Vo" makes possible single drive units capable of transmitting as much as 5,000 horsepower, at linear speeds up to 6,500 feet per minute, or rotative speeds up to 3,600 revolutions per minute. A "Hy-Vo" drive, only two inches wide, has transmitted as much as 500 horsepower.

Company engineers report that "Hy-Vo" drive gives industrial users, and engine and motor designers, a power transmission drive that will allow them to develop and use much smaller and more inexpensive power plants. Such plants previously had been ruled out, because compact, low-cost, power transmission equipment was not available to handle the speeds required to produce high horsepower in small engines. According to Morse engineers, "Hy-Vo" drives can increase efficiency and reduce power transmission cost in any field where single motors or engines are used in sizes of approximately 100 H.P., and up.

The secret of "Hy-Vo" performance is a new chain-and-sprocket engagement principle that virtually eliminates what is known as "chordal," or polygon action common to the usual chain drive—a bumping, slapping, jerking action and vibration that eventually fatigues the chain, leads to drive failures, and shortens chain life. It also limits the chain's performance.

The "Hy-Vo" chain incorporates a new, compensating rocking joint with special design features for eliminating slippage and wear. During chain articulation, the joint shifts the pitch-line automatically, engaging the involute sprocket teeth in such a way that the chain follows a path truly tangent to the sprocket pitch line. The result is a smooth, almost vibrationless action.

Pitch elongation or "stretch" has been eliminated in the Hy-Vo drive to the extent where it is virtually unnecessary to provide any means of take-up. Thus, Morse engineers point out, Hy-Vo is ideal for use on drive applications such as engine compounding or heavy-duty power transfers where center adjustment is impractical. At high chain speeds, working loads twice as great as those normally used can be applied during sustained operation. This is due to the elimination of the "choral" action that usually limits working load and maximum rotative speed.

The Hy-Vo drive is the product of exhaustive Morse research and testing. Its development not only includes new chain and sprocket design principles, but advances in metallurgy and heat treatment as well. At present Hy-Vo drives are being produced in one-inch, one-and-one-half-inch and two-inch pitches, in the most-demanded chain widths. The range of pitches will be expanded as rapidly as possible.

TAKE-OFF:

We have recently learned that fishermen have found a definite need for the Albina Power Take-Off in their operations. The Take-Off reportedly gives instant auxiliary power when needed to operate bilge pumps, gurdy, windlass, searchlights and many other electrical appliances aboard. The unit is chain or lever operated by either direct or remote control. The weight is approximately 25 pounds. It has undergone tests for the past twelve years and was introduced on the market about two years ago, since that time work boat operators from the Atlantic to the Pacific have found its use invaluable. The Take-Off will outlast the life of the engine and may be applied to any marine motor. Literature and details may be secured from the manufacturers, Albina Engine and Machine Works, 2100 N. Albina Ave., Portland, Oregon.

MOVED:

The Raytheon Manufacturing Company of Waltham, Mass. announced last month, the transfer of its New York and International sales offices to 19 Rector Street, New York 6, N. Y. This new location offers advantages which contribute much to the maintenance of prompt and efficient service to Raytheon's dealers and customers both abroad and in the New York sales district covering New York, lower Connecticut, New Jersey, Delaware, Pennsylvania, Virginia, District of Columbia and North Carolina.

Raytheon products represented include the "Mariners Pathfinder" radar, fathometer echo depth sounders, radiotelephones and other marine electronic equipment, "weldpower" resistance

(*Continued on page 17*)

Power of Suggestion

Frank Mansuy was impressed with the roaring shipyard activities at Long Beach, California, back in 1947. So he decided to become a part of it. Here's a bit on how he did it.

PARTICIPANTS: Among the Tuna Clipper *Evelyn R's* seventeen owners, the four men shown below are instrumental in the craft's actual operation. In the usual order: Captain Manuel Rodriquez, R. D. Gillelen, Dave Maxwell, Long Beach Marine Company President, and George Noyes.

by
ROBERT W. McGRAW

THERE'D been better weather in his thirty-five ambitious years of existance, he ruminated as he strolled along in a leisurely gait towards the end of the busy boulevard. The sky, now colored a deep, dirty gray, fairly overflowed with sagging, rain-laden clouds that definitely threatened an eruption resembling those waters cascading over Niagara Falls. The impending downpour precipitated a determined movement in traffic and pedestrians, he noticed as he glanced about him, wondering, at the same time, where everyone was scurrying to and where others were coming from. These meditative walking excursions over the same busy route each day for the past several weeks had, in a way, accustomed him to the rigors of dangerous pedestrian traffic, endless streams of careening automobiles, trucks and passenger vehicles, which seemingly possessed too few brakes among them, and the constant pressure of rushing time. His was a definite purpose in traveling the noisy traffic artery for so long a time. He was searching out an acceptable site on which to construct his contemplated marine repair yard, a long-time dream suddenly materializing into a hard-earned realization. (*Continued on page 18*)

WROUGHT

(*Continued from page 9*)

eral degree of business knowledge, decided to make the city on the Mexican border his stamping grounds and opened his iron foundry in the year 1885. Thus, did Enoch Winsby hand a prosperous business down through three generations to son and grandson, who, in typical family tradition, carried a successful banner of achievement and progress while directing the company's business.

Standard Iron Works, one of the oldest, if not the oldest, business concerns in San Diego is presently under the ownership of Mr. Charles Winsbys, a five-foot, three-inch package of dynamite and aggressiveness. His counterpart, Charles Winsby, Jr., is General Manager of the company. The third generation Winsby, Junior is always on the go, quick in every movement he makes and just as swift in making sound and solid decisions concernings business transactions. The 33-year-old human power plant, who raises horses as a hobby on his ranch just outside San Diego's city limits, has done a remarkable job in bringing the company along to a position of consideration in their line of work. The company's products can be found in practically every fishery plant in San Diego, and in most associated industries along the Pacific Coast. However, that isn't the extent of Standard Iron Work's fame, for there is a packing machine in the Riveria Packing Company in Maine, and a similar representative in South America's busy canneries and fisheries. They manufacture conveyors, fish racks, fish baskets, retorts, retort cars and all equipment installed in plants of the fishing industry that are used in commercial processing of fish.

STANDARD Iron Works is one of the busiest industrial plants in San Diego. They have furnished steel for everything from fire hydrants for the city to the fancy grill work above the entrance gate at the huge Marine Corps Recruit Depot on Highway 101. They have furnished metal of one sort or another for jobs in Coronado, Oceanside's Camp Pendleton, and Coronado's Amphibious Base; they are supplying reinforcing steel that is going into construction of Sunset Bridge in this city; the three new piers being constructed in San Diego's harbor are being reinforced by Standard Iron metal; the steel going into the new telephone exchange building in downtown S. D. is also getting a full share of the Harbor Drive company's product, and the city's manhole covers and fittings are manufactured by the 65-year-old plant.

Mr. Charles Winsby, Sr., the second generation heir to the plant, at 58 years of age, is still active in the plant's operation, and can often be found aiding Winsby, Jr., in technical details, but the majority of the heavy work load is handled by Don Dearth, although that gentleman will stoutly deny any such belief. Dearth, who bears the title of General Sales Manager, is a man who has been in the steel and foundry business for 21 years. He attended the Santa Ana schools and the Santa Ana Jr. College, following which he opened his own foundry in Santa Ana in 1929. He weathered the depression years and finally sold the plant in 1938 to join the Alhambra Foundry Company as director of engineering. He remained with that company until 1947 and then came to San Diego and was hired by the National Steel Company as Sales Manager.

Dearth, a 180-pound, six-foot one-inch gentleman, considers the Standard Iron Works plant one of the finest outfits of its kind, and believes its directors, Winsby and Winsby, are men who know their stuff. When he joined the Standard company in 1949 as General Sales Manager he began a cycle of work that rarely relieves him of business meetings, board discussions and contract negotiations with executives of other companies.

The New Clipper "Evelyn R"

ANOTHER *"Pride of the Fleet"* by

LONG BEACH MARINE REPAIR

Beauty and utility, with sturdy seaworthiness that means tops in earnings—marks the conversion of the "Evelyn R."

These are the trade marks of all boat work by Long Beach Marine—repair, conversion or new boat building.

On your next boat or repair work—let us submit designs and figures.

TWO 1000-TON MARINE RAILWAYS TO SERVE YOU

Long Beach

MARINE REPAIR CO.

1409 W. 7th St. L.B. 6-6433—TE 4-1214 LONG BEACH, CAL.

TARGET

(*Continued from page 11*)

—that tuna sales will bounce up as more housewives are educated to the use of tuna.

Each brand campaign, too, supports the work of the National Fisheries Institute's strong promotion and advertising program. The pay-off for any advertising campaign is at the cash register, and by that criterion Breast-O'-Chicken's program has rung the bell, for sales have reflected the increased expenditures and effort. The campaign has been based on a simple, easy to remember theme: "Breast-O'-Chicken is the Best O' Tuna." During the course of a year that theme is repeated millions of times, in magazines and newspapers, on television and radio, on transit cards, window banners and on pads of recipes and point-of-purchase signs that make an easy trail for the idea-hunting housewife to follow from home to grocer's shelf.

One of the biggest jobs, of course, is developing profit-making angles for grocers, who know from sad experience that merchandise that stays on shelves doesn't pay any bills. Breast-O'-Chicken talks to him through the pages of grocery trade journals, and by salesmen from the home office, broker or the distributor. They urge frequent displays of Breast-O'-Chicken Tuna. The brand for years has been a consistent plugger of "related items displays" in which tuna is displayed in various departments of the store, along with recipes. The idea is that the housewife will buy several of the items. It works, too.

"Every such tuna sale," says Westgate's Requa, "means a companion sale. Tuna moves other profitable items such as crackers, mayonnaise, dressings, pickels, relishes, potato chips, macaroni and noodles, canned foods, cheeses, fruits and vegetables."

IN other words, the grocer who keeps Breast-O'-Chicken out where it can be seen, and is easily available, will make extra profits. What can be accomplished was shown not too long ago by Guy Stanley, market operator in Coronado, California. He set up a large display of Breast-O'-Chicken Tuna in his fresh vegetable department, put up some signs about salad, and upped the sale of Breast-O'-Chicken Tuna some 800 per cent in a week. Sales of mayonnaise, lettuce, tomatoes and celery climbed like a thermometer on a hot day.

Other examples are coming in every week from throughout the country, and Westgate-Sun Harbor is careful to let distributors and grocers know about them. That's part of the job of the home

Crow's Nest

By PHIL BERTRAM

SURROUNDED on three sides by cloud-crowding mountains and on the fourth by a heaving Pacific Ocean, Monterey, California, a quiet, neat and even-temperatured community of some 70,000 devoted inhabitants, continues to flaunt modern trends and fads by retaining a steadfast attitude of indifference and unconcern to the high-octane commercialism of other communities of equal or larger size. The town boasts of artists, doctors, writers, retired millionaires and famous personalities who came, saw, and were fascinated by the Old World atmosphere and beautiful geographical attributes of Monterey.

In truth, the quaint old village has managed to become nationally famous for its excellent climate, social scope, and an irreplacable peak of placidity. Monterey, situated 125 miles south of its big brother, San Francisco, has its share of cafes, night spots and other attractions for gay blades and their lady friends, yet manages to remain in most peoples' thoughts as a center for some of the finest cuisine to be found in the West.

One of the chief industries in the busy little town is the ever constant flow of tourists through its narrow and slightly winding avenues. A tremendous business is realized in the sale of souvenirs to visitors, and, subsequently, many small curio shops can be found in the city that is more than 400 years old.

However, the tourist trade is not the chief industry in Monterey. That title goes to the community's commercial fishing, canning, and processing, lending weight to the city's claim of being the "Sardine Capitol of the World." The income derived from Monterey's "Cannery Row" is sizable. During the year 1929, the city produced 4,000,000 cases of fish, for a total of close to $7,000,000. The business got its start when F. E. Booth of the Sacramento River Packers' Association, set up a cannery and had the city humming with activity in short order. Soon thereafter, Knut Hovden, Monterey's "pioneer of the canning industry," set up a cannery in the city and supplied the necessary push for the industry to grab hold and prosper. Hovden still buzzes around the plant, and is active in the commercial fishing field. He is recognized as one of the world's leading authorities on fisheries matters.

The sardine, however, aren't as plentiful along Monterey's coastline as they were in the early days of the industry, thus curtailing excessive canning operations. But there is no cause for concern. There still is the tourist trade to tide its economic standing over, and that element, to put it mildly, is a sizable factor of income.

Monterey's growth was a spasmodic, sulky and haphazard affair. Early settlers in the city completely abandoned recognition of legal boundary lines when establishing homesites, thus setting an early stage for a civic battle between residents and the city's government. But for the stubbornness and firm convictions of one man, the situation might well be the mess today that it was in the early part of this century.

Howard D. Severance, who became City Engineer in 1906, conducted quiet, but tremendously effective crusades for a better dressed Monteery, and, following this 20-year contest of patience and resentment, Severance won his battle, finally mapping out exact lots and property rights. It wasn't long thereafter that Monterey was in the national spotlight, and a good part of the credit was heaped on the slim —but strong—shoulders of a determined city father.

The city, however, would not concede its early-day rights in entirety, self-assumed though they were, and continued to more or less confuse the civic government by conducting little affairs of questionable legality regarding their land grants.

office sales representatives who call regularly on distributors, and, with them, visit the retailers in a market area.

Another part of the home office man's job, and one that gets a lot of ammunition from the entire merchandising program, is opening of new territories. In the past year, Breast-O'-Chicken has entered major markets from coast to coast—Chicago, Atlanta, San Francisco, Northern California, Salt Lake City, and additional areas of New England, the Middle West and South, to name just a few. Many more probably are on the list, although, like the exact advertising appropriations figures, this run-down is, outside the Westgate-Sun Harbor office, "top secret."

CONSUMER advertising in 1951 has been geared to the "Breast-O'-Chicken Is The Best O' Tuna" theme, as interpreted in special seasonal dishes and recipes. As a sidelight on the effectiveness of the campaign, a demand has grown up for the specially designed casseroles, and other pottery creations that were developed in San Diego just for this program. Scores of letters have been received by Westgate-Sun Harbor asking where they can be purchased. A typical phase of the campaign is the current "Firecracker" sandwich spread promotion.

Presented to consumers in full color magazine ads, the ad plugs Breast-O'-Chicken "for the best o' sandwiches." Illustrations show a fire-cracker serving dish, split lengthwise, one half filled with sandwich spread and the other with crisp garden fresh vegetables.

These color ads are supported on the local level by black and white newspaper advertisements, by television spots of a "bang-up" sandwich, by transit cards and window banners that use full color. Ad pads that can be affixed to cases of shelves of Breast-O'-Chicken

CARLSON RANGE
for the "Evelyn R"

"THE RIGHT RANGE for EVERY BOAT"

Illustrated is the beautiful, stainless steel CARLSON RANGE installed on the modernized "Evelyn R." Dependable, efficient, it includes many innovations in oil-burning galley ranges.

For your new boat, or modernization of your galley, see the new CARLSON RANGES—preferred by boat owners throughout the Pacific.

THE CARLSON COMPANY

Sales Representatives in All Pacific Ports—from ALASKA to MEXICO

1760 Kettner Blvd. FAST, EFFICIENT SERVICE FOR ALL GALLEY RANGES San Diego, Calif.

ARTHUR DeFEVER
NAVAL ARCHITECT
Announces Opening of New Offices at . . .
701 E. Harbor Dr. San Diego, Calif.
F 9-2159

Attention Fishermen

The CUTRI INSURANCE AGENCY, pioneers in fishermen's accident insurance, now offers a new Fishermen's Accident Policy which pays indemnity of $100, $150 or $200 per month. This policy also pays principal sum for accidental loss of life, limbs or eyesight, up to $2,000.

For complete information, stop at our office, or telephone us.

The "EVELYN R"—*Insured by Cutri Agency*

The beautiful modernized "Evelyn R" is insured through the Cutri Agency —the agency preferred by so many clipper owners for Marine Insurance.

For information, assistance and insurance on your boat, we invite you to stop at our office, or telephone us.

Cosimo A. Cutri, Pres.

Cutri Insurance Agency

MARINE insurance . . . GENERAL insurance . . . LIFE insurance . . . ANNUITIES

FIRST NATIONAL BANK BLDG. *5TH & BROADWAY*

Suite 1016 *Phone M0174* SAN DIEGO, CALIF.

Tuna tell the housewives how to prepare the spread. Brokers were told of the campaign by letters and personal calls from home office representatives. The brokers in turn passed the word to the individual grocers so they could arrange displays during the period that the advertising is appearing in the national magazines and locally.

AS in all national campaigns, where pictures and the advertising message must reach magazine offices far in advance of publication date, this campaign was developed last winter, a fact that points up one of the disadvantages of being in the advertising business: you're thinking of the Fourth of July about the time Santa Claus is expected.

Westgate-Sun Harbor rounds out its over-all promotional activities with a publicity program that develops recipes, with appropriate illustrations, for newspapers and magazines. In the summer of 1949, Murray Wheeler, the Director of Promotions and Advertising for the National Fisheries Institute, had this to say:

"Our purpose is clear—we must increase the per capita consumption of fish and shellfish . . . the housewife must have a greater awareness of . . . our products, a better knowledge of how to utilize them and a desire to buy them. . . .

"Our fundamental job is changing the eating habits of the American family. The consumer must be reminded again and again — she must be sold month in and month out, year after year."

Westgate-Sun Harbor's success story is proof that it can be done. It has reminded the consumer again and again, month in and month out, year after year. And it has paid off.

That's merchandising.

PROGRESS

(*Continued from page 12*)

welding units, "rectifilter," "rectichargger" and "rectiringer" battery eliminators and chargers for telephone power supplies, voltage stabilizers, custom-built transformers, television receivers, radio and television tubes and other electronic equipment and components.

HOOKED:

The magnetized tip at the end of the hook disgorger, we are told, is the latest feature of the famous Ka-bar fisherman's knife. It lifts flies from the tackle box quickly and safely. A kit in itself, this new, improved model of the T-29 includes a long sharp blade of high carbon stainless steel, a scaler, bottle opener and a carborundum hook-sharpening stone set into the plastic handle. We are also told that it features a tiny hole in the bolster for straightening the points of hooks, and can be purchased at any leading sporting goods, hardware and department stores.

NEW ANGLE:

Radiomarine Corporation of America, a service of RCA, informed us last month of the release of a new feature-length, 16-mm., color-sound motion picture on marine radar. The 30-minute film traces the development of marine navigational aids and explains the principles of a radar system and the interpretation of radar scope presentations. Scenes explain its use by the U. S. Coast Guard and other vessels in locating buoys, lighthouses and channel obstructions in fog, storm and darkness; also its use in locating and tracking icebergs.

The motion picture entitled "Ships That See In The Night," we understand, was originally filmed for international

sales promotion purposes, but was so highly praised during its premiere at the 1951 New York motor boat show, that it was decided to release it for domestic exposition. It is said to be an educational-type film, geared for adult audiences with an interest in electronics on the sea.

Prints are available on loan to interested maritime, professional and industrial groups. Request must be made on letterhead to the attention of the Advertising and Promotion Manager, Radiomarine Corporation of America, 75 Varick Street, New York 13, New York.

QUICK THINKING:

Like so many efficient devices, the Dorham Splicer, made and sold by Dorham Specialties, Box 212, Noroton, Conn., is just a simple little tool which no one had thought of, except its inventor, a yachtsman. It is capable of handling the smallest up to one-inch diameter rope and also small size wire rope. The brightly polished, government bronze on the Dorham Splicer is considered by many to be of particular use to anyone who is "all thumbs."

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For the Finest Marine Service Found Anywhere

FAST because — the best and most modern facilities are standard with our company. All jobs, large or small, are completed rapidly with the use of such modern equipment. Yet finished work always represents the very best.

EFFICIENT because — we know your problems and how best to solve them. This ability to solve your marine repair problems with complete satisfaction is the reason an ever-increasing number of boat owners used this marine repair service exclusively.

DEPENDABLE because — experience, plus the use of the finest tools and materials available always assures you of a finished job of lasting satisfaction. Completion of the first work will quickly convince you of the dependability of repairs by this yard.

Two 1000-Ton Marine Railways To Serve You

Long Beach MARINE REPAIR CO.

L.B. 6-6433 — TE 4-1214
1409 W. 7th St. — Long Beach, Calif.

POWER

(*Continued from page 13*)

Frank L. Mansuy had no intention of leaping recklessly into something that had taken years to build and plan and, most important, to sweat for. His yard had to have an exact and accessible location, easy to reach by both water and land and readily available to the many boat owners, skippers, crewmen and just plain interested parties that might require the yard's services. All these thoughts raced through his head in a clear, file-like manner as he continued his slow sojourn into the lower end of the street. He proceeded to think his busy thoughts as he progressed and, finally, came to W. 7th street, a famous marine repair area that had brought recognition to the city of Long Beach, California, in Pacific Coast marine channels. He turned from the boulevard into the waterfront street and slowed his pace noticeably, in order to observe more closely the roaring business of building, refurbishing and movement of huge commercial craft up on various makes of ways and drydocks. Perhaps, because he ventured to walk an extra block or two this threatening and dark day, he might have at long last reached the proper location for his yard.

MANSUY, who boasted a solid 190 pounds on a five foot, seven inch frame, on that bleak day in 1947 during a concentrated invasion of Long Beach's throbbing waterfront, discovered a perfect area for his yard, a stretch of land approximately five acres in all and situated smackdab on the route of harbor boat traffic. This, of course, called for fast action, and that was right up Mansuy's alley, so he dashed back to the boulevard, hailed a cab and sped uptown to consult with two men who had pegged Mansuy a go-getter and decided to go in with him on the idea of establishing a high-class, well directed marine construction yard. Following an abbreviated confab that literally weeped co-operation and acceptance by the three partners following a detailed and exact description of the area by Mansuy, the men cleared the decks for immediate legal action to acquire the site.

There were, it developed in subsequent investigations in purchasing the land in the following weeks, many technically legal trippers and pitfalls that had to be surmounted in monotonous, but official, routine procedure, so the men, in an effort to hurry the transaction to its fruitful completion, bent every spare moment into service in a manner that bespoke of urgency and determination. And, to this day, after four years of successful and profitable operation, Frank L. Mansuy, Dave Maxwell and George Robinson have pursued their executive duties in the Long Beach Marine Repair Company in a like manner, thus assuring the yard of continued success and financial stability in the years that shout a challenge in the future.

The Long Beach Marine Repair Company, situated at 1409 W. 7th street in the heart of that city's marine construction center, is a paragon in effort, cooperative strength, combined intelligence and individual initiative. The personnel employed in the yard, numbering close to 100 men and women, work like a well oiled machine, or a high class football team that has a perfect record against all opposition. Each person knows exactly what to do and how to do it, and the quality of this knowledge pays off in the shape of better sea craft and pleased boat owners and captains, to mention nothing of increased business and swelling receivable accounts.

THE yard's main source of business stems from the commercial fishing fleet that operates along the Pacific Coast as far north as Tacoma, Washington, and as far south as San Diego, California. This huge fleet of clippers, small fishing craft, and commercial ships of all sizes help maintain a busy work schedule at the L.B.M.R. Company's yard. There are always a number of boats on the ways, receiving a new coat of protective paint; having sides and bottom sanded and smoothed, thus introducing an easier path of progress in the water when reactivated into service, and resting, statuelike, while motors are expertly hauled from their innards and completely cleaned, or replaced, whatever the job calls for.

Pride and joy of the yard's achievements in the four years of successful operation is the remarkable reconversion job accomplished with the beautiful clipper, *Evelyn R*, a sleek fishing clipper operating out of Long Beach's harbor. Formerly the *Northwestern*, the

"PACKED WITH THE WIGGLE IN ITS TAIL"

SINCE 1868

Producers •
Packers • Distributors
Canned • Fresh • Frozen • Seafoods

NEW ENGLAND FISH CO., SEATTLE, WASH.

Evelyn R was built in Tacoma, Washington, in 1930-31 by Fred Ostrem and associates, and was bought by G. P. (Tex) Ellington, who later became port captain of the Van Camp Sea Food Company, and who still retains that position with the famous seafood organization. Ellington turned the *Evelyn R* over to the Navy at the beginning of the last world war, in which she performed outstandingly while island-hopping troops and supplies for Uncle Sam. When the clipper returned from the war, Edsel Newton, Long Beach resident, bought the vessel from Ellington late in 1947 following settlement with the Navy for her use during the war. At that time, Newton considered the cost of modernization of the boat prohibitive, and so maintained the *Evelyn R* at the Long Beach Marine Repair Company's yard for three and a half years, when, finally, sixteen other men, including Capt. Manuel Rodriquez, R. D. Gillelen, George Noyes and Dave Max-

(*Continued on page 19*)

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Backwash

By HAP HOLLIDAY

TODAY'S excellent advantages of refrigeration make possible the shipping of perishable foods over great distances with a negligible loss, and, doubly important, these advantages make available to markets those products unobtainable in their immediate locale. Refrigeration eliminates the possibility of a market being glutted with perishable merchandise, and reduces food spoilage, which, in turn, prevents the loss of vitamins and relative nutrients, making for a tremendous variety of wholesome foods available everywhere.

Getting into the scientific angle of this topic: When foods are frozen, the water separates as pure water ice and not as a simple solution of the natural cell contents. Therefore, the more rapid the rate of freezing, the less the water has an opportunity to crystalize as pure ice. Consequently, the less the proteins are denatured or dehydrated. However, no matter how swift the freezing process, if frozen fish are kept in refrigeration for an indefinite period the proteins eventually revert to a denatured state. In actual experiments conducted by a research committee in Canada, fish that were held in storage for four or five years, despite the fact they were frozen with great rapidity, became very tough, and did not tenderize even after they had been boiled for a long time.

If fish are thawed before cooking, some of the water exudes from the tissues. As the liquid drips from the fish it carries with it the juices, consequently removing most of the flavor and some of the nutrients. Because of this, a lot of the natural taste and freshness, plus a major part of the food value is lost down the sink.

The amazing freezing facilities, and the advent of advanced refrigeration machinery have made it possible to route perishable foods around the world and guarantee their freshness and original tastiness upon arrival at foreign ports. Here, in America, refrigerator cars, making up a major part of a long freight train crossing the country, carry tons of food that would otherwise disiccate to an unusable degree but for the freezing atmosphere of the giant rolling ice houses in which they are packed.

Perishable food losses often run high in warm weather, but, if the foods are refrigerated at proper temperatures as soon as they are received they will suffer no bad affects, and, furthermore, if, in the event they are to be stored, they are immediately frozen to a healthy degree, they will most likely remain in storage for an indefinite period of time without a noticable percentage of loss.

Trains aren't the only means of carrying frozen foods across the country. A large part of the load is toted by expanding commercial air lines that, because of the remarkable progressive steps realized in that branch of swift transportation, have carried frozen foodstuffs, a major part of which is fish, across the continents of the world. No continent — North America, South America, Asia, Europe, Africa, Australia — is too far for the wings of progress to reach with their scientifically preserved loads of cargo.

Another means of conveying today's chilled chow is by the huge trailer trucks roaring across the highways of the U. S. These road behemoths freight a ceaseless cartage of food over the States' highways in record time in refrigerated trailers, equipped with the best machinery available to preserve their precious loads.

Last, but not least, is the maritime industry and its giants of the sea lanes. The huge freighters slip out of domestic and foreign harbors in silence with bulging holds, transporting valuable cargoes of frozen foods in specially built refrigerator sections of the ship. These, literally, are the work horses in the never ending job of reaching all corners of the globe.

well, bought into the boat, thus enabling a giant program of reconversion plans to be extensively used. There was much work to be done on the clipper and the doing took some time, for the Maxwell-Robinson-Mansuy trio wanted a first rate job. Paint was scraped, wires relaid, machinery replaced or overhauled, decks sanded, relaid and polished, vital instruments checked, repaired and reset, and countless other tasks that required attention in compliance with efficient operation of the boat in the fishing fleet.

OF course, this large and laborious undertaking demanded the very best and latest in marine repair equipment. This was available at the Long Beach yard in the form of an administration building, machine shop, welding shop, joiner shop, warehouse and electric shop, plus an additional number of smaller buildings to handle highly specialized work. Each of these buildings and departments housed the modern equipment generally associated with an efficient outfit in marine repair work, and, in addition, had a highly trained personnel operating the equipment. All this paraphernalia is squeezed onto five tiny acres of land that literally moans with the pounding and beating given to it each day. Space is important in the yard, naturally, and, subsequently, the majority of supplies and equipment is regimented in an orderly fashion throughout the grounds.

THE tuna clipper *Marilyn Rose*, a streamlined hunk of seagoing efficiency, was also built in the Long Beach yard. Many smaller craft have found their way into waters along the L. B. waterfront after slipping down the ways at the W. 7th street location, including several classy yachts and private craft. The big question, now, is the distribution of government contracts among the marine construction yards on the Pacific Coast, and the Long Beach Marine Repair Company, along with others of their professionally skilled bent, anticipate hopefully for a fat piece of the forthcoming contracts. Such a large order could be capably handled by the "young" L. B. firm with no difficulties at all, since they are quite used to handling the largest commercial craft in existance today.

EBB'N FLOW

(*Continued from page 8*)

OFFICIALS TRAVEL EAST

Attend Chicago Gabfest:

San Diego, Cal., May 18—(MPA)—Two Westgate-Sun Harbor officials traveled to Chicago last month to sit in on the National Supermarket Association convention May 13-17. The San Diego duo, James Lane, V.P. in charge of sales, and Harold Requa, Jr., advertising and public relations director, conferred with market owners, managers, representatives and buyers. An elaborate "Breast-O'-Chicken" display booth graced the Stevens Hotel show room, site of the convention.

CLIPPERS RETURNING TO PORT

Good Hauls:

San Diego, Cal., May 16—(MPA)—Tuna clippers continue to scurry into this city's busy harbor with full catch tanks, thus helping to eliminate the possible shortage of the sea delicacy that had been anticipated by cannery officials.

Arriving last month with full loads of fish were the *Bernard Pedro, Rose Ann, Lone Wolf, Sun Glow, Mermaid, Coronado* and *Marie Louise.*

SQUID ON THE SKID

Paying Mighty Low:

San Diego, Calif., May 24—(MPA)—Southern California packers are paying fishermen 45 dollars a ton for squid, or 60 dollars less than the asking price, and fishermen are more than a little sore about the deal. Biggest market for the tasty seafood is in the Philippine Islands.

WHICH CAME FIRST?

Labor Dispute:

San Diego, Cal., May 1—(MPA)—When is a fishing boat not a fishing boat? That question posed a serious problem along the waterfront in San Diego when the Honduran refrigerated motorship, *Oceanic 5*, slipped into B St. pier with $300,000 worth of yellowfin brought here from Peru. The *Oceanic 5*, displacing 3,390 tons, measuring 320 feet long, and carrying a crew of 32, is a converted Navy LST. Because of this, a jurisdictional dispute between the A.F.L. Cannery Workers and Fishermen's Union and Local 1-29 of the International Longshoremen's and Warehousemen's Union immediately ensued when the ship attempted to unload the fish. The Longshoremen contended the vessel was a cargo carrier and that they therefore had the right to dislodge the cargo. Contesting this argument, the fishermen's union claimed the *Oceanic* was strictly a fishing boat and the fish cargo should be handled by members of their union.

The dispute continued hot and heavy for 48 hours, until a port pilot's classification of the Honduran ship settled the controversy by listing the vessel as a cargo carrier and not a fishing craft.

COAST GUARD ON JOB

Issues Warning:

San Diego, Cal., May 3—(MPA)—The Coast Guard issued another warning to yacht clubs and other organizations in this area, that plans for marine regattas or nautical parades, in the interest of safety, must be filed with and approved by the Coast Guard at least two weeks prior to such events.

The issuance of the warning is to avoid possible collision or injury to boats or persons in the harbor, and to eliminate conjestion of traffic in the busy harbor waters.

SEA LADY FIRST

Back in Port:

San Diego, Cal., May 2—(MPA)—The tuna clipper, *Sea Lady*, laden with 95 tons of tuna, was the first fishing craft to arrive back in port following a nine-week strike. More than 200 clippers left the Harbor for fishing banks in South American and other southern waters during the week of April 1. The *Sea Lady's* catch was unloaded at the High Seas Tuna Packing Company.

SARDINE SITUATION SERIOUS

Absent Fish:

San Diego, Cal., May 25—(MPA)—Officials of the Bureau of Marine Fisheries are taking a dim view of the sardine season which opens the first day in October.

J. M. MARTINAC SHIPBUILDING CORP.

Designers and Builders of COMMERCIAL FISHING BOATS

1501 RAILROAD AVENUE TACOMA, WASHINGTON

Southland

South Pacific

The J. M. Martinac Shipbuilding Corporation is proud to have assigned and built these successful clippers.

Cape Beverly

Mary Jo

Mary S

Following an extensive analysis of catch figures for the 1950 season, it was revealed that virtually none of the 1949 class were caught in California waters last year. This means that two- and three-year-old fish, which contributed a major portion of the sardine catch in recent years, will not be evident during the coming season.

FROM THE BOTTOM TO THE TOP

Big Jump:

Santa Cruz, Cal. — (MPA) — Santa Cruz commercial fishermen are one leap ahead of the state fish and game commission. The fish and game department is bent on making the nation "squid" conscious, and are conducting an all-out campaign to get the tasty sea morsel on all Friday menus, but S. C. fishermen have already caught and processed 560,000 pounds a year for the past few seasons.

The squid is potentially one of the most valuable sea products because it appears in huge numbers and can be captured and preserved by present methods and with existing equipment. In 1946 the 19,000 tons of squid landed at Monterey exceeded even the value of the sardine catch in the same region. Recently, the demand for the frozen product has increased so that it alone takes up the entire catch.

Last year, Santa Cruz processors shipped out more than one-half million pounds of frozen squid, most of which was shipped to the eastern market. Although squid is found from Puget Sound to Lower California, 99 percent is caught along the California coast and within a few miles of Monterey. For many years the industry has remained in a minor bracket of importance but since 1942 it has became one of the major fisheries along the Pacific Coast.

BOTTOM FISH BOMBED

Price Control Stings:

Eureka, Cal., May 25—(MPA)—A price control bombshell struck the Eur-

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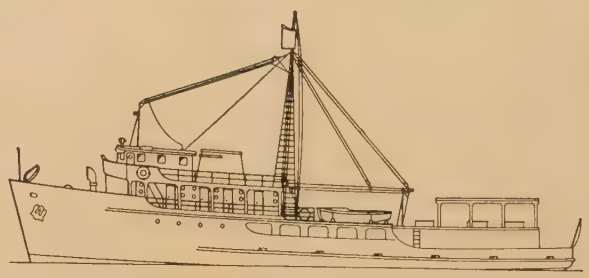

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Results . . . more men released for fishing, work lightened, fuel costs reduced, bigger hauls and bigger profits.

A portable *Remote Control Device* gives the added advantage of full rudder control from any part of the boat.

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Fair Winds

By SEYMOUR E. FRANCIS

IN an effort to raise the standard of living of her one million regular and casual fishermen, the new Republic of Indonesia is using American aid to supplement her own resources in financing a program designed to increase the country's annual catch of fish.

As one step in this program, the Economic Cooperation Administration has approved the Indonesian Government's request to buy 60 small motorized *majang* (local type) fishing boats and 100 new engines for this type boat at a cost of $600,000. The purchase will be made in Japan, which has been a principal supplier of these boats and engines.

The new vessels will be powered by engines of 7, 15 and 20 horsepower, some of which will be installed in 35-foot carrier vessels as an experiment. The engines will enable fishermen to expand their fishing area and remain at sea for several days at a time. The carriers will collect fish from sailing vessels at sea. The experiment is to determine if the *majang* boats can increase their catch and remain longer at sea by transferring their fish to the carrier vessels. If the experiment proves unsuccessful, the carrier boats will be converted to *majang* fishing boats. Indonesia has boat-building facilities and has 62 additional boats scheduled for construction in addition to the 60 being bought from Japan.

Present plans call for half of the new boats to operate out of Djakarta, doubling the number of engine powered craft in that area. The remaining boats will be allocated to the fishing ports of Surabaja, Semarang and Pontianak by the Sea Fisheries Service of the Indonesian Government. The boats will be sold to individual fishermen, or groups of fishermen organized into cooperatives, and the proceeds in local currency will be used to pay local costs of other Indonesian economic development projects.

Fishing has been an important segment of Indonesia's economical structure because of its tens of thousands of square miles of fishing grounds. However, the consumption of fish by the country's population of about 72,000,000 is only about one-tenth that of the maritime countries of Northern Europe. The annual catch from the sea, currently, is less than 75 percent of prewar. The Indonesian Government is making a concerted effort to step up fish production and simultaneously lift the social and economic status of fishermen. ECA is assisting the program financially and with technical aid. It recently made a thorough survey of Indonesia's fishery potentialities and needs. Because fish was not a major export crop, and since Indonesia has tin, rubber, pepper, copra and other valuable products to sell to the world, fishing received little governmental help until less than 50 years ago. By 1939 there were only 32 motor-powered fishing vessels in the country, and, by 1950, only 13 had been added to that figure.

Indonesia planned to motorize the fishing fleet when it appeared that World War II might cut off the country's fish imports, but the Japanese occupied the archipelago before the program could be carried out. The Japanese did not build up the fishery industry during their occupation, and submarine activity prohibited extensive operations of commercial boats. Many of the fishing vessels were sunk, including every motorized boat, and others fell into disrepair. After the war, the Sea Fisheries Service was established as an agency of the government to carry out the double-barreled fishery program. It has plans that call for enlarging the fishing fleet; installing engines in all fishing craft; establishing a fleet of carrier vessels for sea transport from fishing areas to markets, with motor trucks for land transport of fish; establishing processing plants to salt and dry fish and make twine, hooks and other needs of the industry available.

eka, California, waterfront early in April, and the devestating and delayed results are becoming more evident each week. The Government placed price controls on frozen bottom fish, and in so doing caused one major plant to shut its doors to that line of sea food on the contention that "it's a losing proposition." Other fish companies in that area are buying bottom fish on a limited basis only for fresh fish markets, mostly in San Francisco.

HUGE FISH CATCH IN U. S.

1950 Bingo Year:

Seattle, Washington, May 25—(MPA)—The 1950 catch of fishery products in the United States and Alaska was 4 billion 900 million pounds, only slightly greater than in 1949, the Fish and Wildlife Service announced in Washington, D. C. The value to the fishermen was 365 million dollars—12 percent higher than in 1949 and very close to the 1948 record. Consumption increased slightly, about 11 pounds per person.

San Pedro, Calif., remained the leading fishing port with landings of approximately 940 million pounds, valued at more than 43 million dollars to the fishermen. Next in order were Gloucester, Mass., 196 million pounds, and San Diego, Calif., 190 million pounds.

ARMY OF FISH EATERS

No Potential Market:

Seattle, Washington, May 28—(MPA)—In the six months that ended February 28 the Army bought 2,616,000 pounds of bottom fish valued at $1,123,000 in Seattle. The total was a substantial increase over previous purchases for a similar time, but it is no indication that Seattle fishermen can look to the Army as an expanding market for its catches.

The aforewritten facts were contained in a release from Col. Samuel E. Mays, the Army's chief legislative liaison officer, to Rep. Norblad (R.-Ore.) who had suggested that the Army use more bottom fish since it is cheaper than meat.

Colonel Mays, in the letter, wrote that the increased purchase of fish during the six-month period he cited resulted from an increase in personnel in the armed services and that there's a limit to the number of meals at which military men will eat fish.

BIG SALMON HAUL

Washington:

Seattle, Washington, May 28—(MPA)—A total of 3,865,880 salmon were caught commercially in Washington's coastal waters during 1950, the Washington State Fisheries Department said this month.

The pack was 412,530 48-pound cases, not including a record 201,334 cases imported mostly from British Columbia.

The Washington pack on the Columbia River amounted to 22,275 cases, out of a total landing of 4,965,830 pounds. Catches on the Columbia are measured by the pound, instead of by the fish.

PASS BILL FOR SHIMP NET

Should Produce:

Sacramento, Calif., May 28—(MPA)—A bill which would allow shrimp and prawn fishing with a fine mesh net in the Morro Bay area was approved last month by the senate fish and game committee.

Richard Croker of the fish and game commission said California was taking a back seat in the shrimp industry and passage of the "purely experimental" bill might open up a new industry. He estimated fishermen might take 500,000 pounds of shrimp and prawn per year.

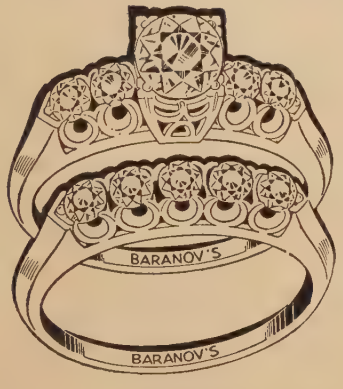
BIG INVESTMENT

Little Respect:

Washington, D. C., May 2—(MPA)—More than 125 million dollars are invested in the California tuna fishing industry, and the fact that Washington, D. C., newspapers had been burlesquing the fourth largest industry in his State roused the ire of Donald P. Loker, general manager of the High Seas Packing Co., San Diego.

Loker charged that Washington dailies reported committee hearings "which referred to the study of the 'love life of the tuna' in a manner designed to poke fun at the tuna industry." Loker wrote a letter to Rep. Cecil King (D-Calif.) regarding the matter, and King immediately backed the High Seas executive by taking the matter to Congress, pointing out that the function of the Inter-American Tropical Commission is to determine scientifically if there is, in fact, overfishing, with consequent waste in either bait fishing or the tuna fishing and to determine when and where it occurs and to recommend to the governments involved measures to be taken to prevent overfishing.

DIAMONDS



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National advertising of Chicken of the Sea and White Star brand tuna through the medium of television, widens the market and increases the need for more fish from the ever expanding tuna fleet.

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RAY DICKSON
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"Randy"

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RANDY OVERLEASE
Service Manager

The Commission is the result of a convention signed by the United States, Costa Rica and other Latin American countries to preserve valuable tuna fishing banks off the western coast of Mexico and Central America.

Loker's letter refers to the facetious treatment of the subject by capital reporters covering the House Appropriations Committee hearings on funds for the operation of the Commission.

TAX BILL STILL UP IN AIR

Hot Potato:

San Diego, Calif., May 10—(MPA)—This city's 90% tax exemption bill for fishing vessels of more than 50 tons is creating a storm of arguments and disfavor in official circles, and Assemblyman Frank Luckel is the man who is 'twixt and 'tween. The Border City's representative in Sacramento, who introduced the bill in the California State Capitol some weeks ago, has encountered strong opposition to his legislative bill which would reduce the fishing fleet's taxable valuation by 8 million dollars.

Following a hot session, the San Diego City Council adopted a resolution opposing Luckel's measure, on grounds that it is a definite discrimination against small boat owners in the fleet, and served notice they intend to fight the bill all the way to the wire.

REORGANIZATION PROGRAM

This Goes There:

Seattle, Washington, May 1—(MPA)—Reorganization of the Department of Fisheries research program is in full swing in Washington, according to a release sent to the *Pan-American Fisherman* last month.

Effective immediately, scientific studies on oysters, razor and hardshell clams, crabs and shrimp will be placed under a new division of shellfish management with Cedric Lindsay as supervisor. Investigations on salmon and other food fish will be conducted by the fisheries research division. Formerly, research in both fields were combined under the biological division.

Director, Robert J. Schoettler, said the move will permit more concentrated attention to the distinctive problems of shellfish and salmon. It also fits into the department's plans for implementing the $3,500,000 salmon rehabilitation program approved by the last legislature.

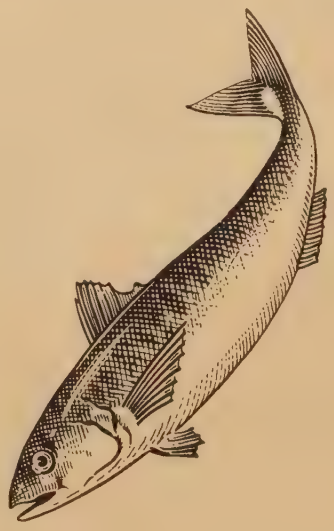
The new division will continue to use Gig Harbor laboratory as its headquarters until completion of a modern $100,000 shellfish station at Point Whitney on Hood Canal. Lindsay will head a staff of nine researchers, including Professor Trevor Kincaid, of the University of Washington, who will serve as consultant.

TUNA FLEET BACK IN PORT

Heavy Catches:

San Diego, Cal., May 10—(MPA)—Capt. Frank Correia, skipper of the sleek tuna clipper, *Mermaid*, brought his vessel into this city's harbor with a 195-ton load of tuna consigned to the California Marine Curing & Packing Co. Capt. Correia reported fifty San Diego-based tuna clippers were fishing on the banks off Nicaragua and Honduras, mostly outside the Gulf of Fonseca. The *Mermaid* was among the first of the local fishing fleet to clear the harbor following settlement of a 9-week strike of Border City fishermen.

Other tuna clippers arriving with fish-laden tanks were the *Frances Marie*, carrying 150 tons for the Van Camp Sea Food Co.; the *Gem of the Sea*, laden with 230 tons, and the new clipper, *Challenger*, returning from her maiden voyage to the Galapagos Islands, docked at the French Sardine Company's



plant at San Pedro with a capacity load of yellowfin and skipjack. The *Challenger* was commissioned only last month at Avondale, Louisiana.

GO SOUTH, YOUNG MAN

Albacore Pack Thick:

Monterey, Cal., May 17—(MPA)—The opening of the 1951 albacore season in the City of San Diego witnessed a desertion of this city's waterfront by a majority of fishing clippers usually docked here. Calling for $400 a ton this year, fishermen chased the finny fellows of the deep in an effort to make up for the thousands of dollars lost during a 9-week strike in the tuna capitol of the world.

FLOATING OIL WELLS

Whale of a Job:

San Diego, Cal., May 11—(MPA)—Joe Medina, a member of the famous fisheries family of this city, went to Portugal to purchase machinery for the $200,000 whaling station of Armacoes Baleeiras Reunidas, Lda., on the island of Pico in the Azores. Since the plant started operations five months ago, Medina said 150 sperm whales have been harpooned, caught, and processed by the firm's whaling fleet.

Medina reports that the same type of New Bedford whalers that cruised the high seas at the turn of the century are now in operation in the Azores. However, instead of cruising in South Atlantic and Antarctic waters, the modern whalers operate only from five to 25 miles offshore. The biggest change in the whaling industry nowadays, Medina reveals, is the processing of whale livers. These average 1000 pounds in weight, and are valuable for the vitamin A extracted from them.

Another technique is the squeezing of oil from the blubber in lieu of the old method of boiling. The residue is manufactured into meal, which is used principally for fertilizer.

The Pico Island plant can process four whales a day. When towed ashore the whales are hauled along a special ramp by electric winches directly into the processing plant. There are 24 other whaling stations in the Azores operating in the brisk whale oil business.

A CINDER IN HER CYLINDER

Fishing Again:

Guaymas, Sonora, Mexico, May 17—(MPA)—A cracked cylinder delayed the San Diego tuna clipper, *Sun Victoria*, at Guaymas for several days. The vessel was quickly repaired and commenced to fish soon thereafter.

DIVERSION ON AN EXCURSION

Sea Show:

San Diego, Cal., May 17—(MPA)—Persons aboard the excursion boat *Silvergate* saw a whale of a show in this Southern California city's harbor entrance early this month. Three huge whales were frolicking to and fro in the bay near Ballast Point, putting on a show that had the pleasure craft's multitude hanging over the railings of the boat.

LOW CHINOOK HAUL

Columbia River:

Seattle, Washington, May 2—(MPA)—The Department of Fisheries, State of Washington, reported Columbia river

commercial spring chinook catches this season totaled 82,854 pounds, lowest production cycle experienced since 1936.

Washington landings accounted for 31,931 pounds, Oregon for 50,923. The production was 81,500 pounds in 1936; 369,700 five years later, and 119,900 pounds in 1946. Other cycles have been poorer producers, including the 1950 run, which yielded only 2,937 pounds on the Washington side. Columbia river spring chinooks are predominantly five-year fish.

LADY GETS REPAINTED

Sea Queen Like New:

San Diego, Cal., May 14—(MPA)—Sporting a classy new dress of paint, the tuna clipper *Sun Queen* left for the fishing banks about mid-May to finally try her luck at fishing. The big beauty has had an unfortunate run of luck during 1951. She was put on the ways early this year to receive a complete overhauling, and hadn't slipped into the water and moored at the Embarcadero more than several weeks when a leaky sea valve sunk her in 26 feet of water at the foot of B street on the morning of April 1.

Now, after having all electrical equipment completely dried and repaired, motors overhauled and cleaned, staterooms repaired, and many other smaller jobs, the *Sun Queen* is again prowling the fishing shores of southern waters. However, before her cruise to the banks, she underwent a trial run to test all her operating parts as a precaution against reoccurring accidents. The ship

was blessed by the Rt. Rev. Msgr. Joseph N. Trivisonno. The skipper of the vessel, Louis Castagnola, guided the *Sun Queen* out of the harbor as the crew swiftly prepared equipment for what all hoped would be a successful voyage.

CLIPPER DESTROYED BY FIRE

Struck By Lightning:

Panama City, April 25—(MPA)—A fiery finger of disaster struck the 136-foot fishing boat *Galante* late last month while the vessel was operating off the Paridas Islands. A wayward bolt of lightning stabbed the commercial craft, setting off a fire that totally destroyed the boat. The clipper's owner, Joseph Campanelli, reported the catastrophe to authorities in Balboa, informing them that his ship was a complete loss. Campanelli's son was hospitalized in David to recover from several minor burns received while fighting the fire. A Panamanian crewman aboard the *Galante* assertedly was fatally injured.

The *Galante* left Balboa April 14 for the fishing grounds. She had been in port of a little over a month.

Campanelli and four other crewmen of the *Galante* were picked up by a passing boat and transported to Horconcitor, in Chiriqui Province, from where they were transferred to David.

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THIRD CLIPPER SINKS

Spartan New Victim:

Cape San Lucas, Baja, Cal., May—(MPA)—The third commercial fishing craft in as many months sank on May 1, approximately 110 miles southwest of Cape San Lucas, Baja, California, when the 192-ton clipper, *Spartan*, a San Pedro purse seiner, went down 30 minutes after the crew abandoned her in lifeboats. The cause of the sinking has not been determined at the time of this writing.

Mexican and Central American coasts have claimed three vessels, all purse seiners, in a series of sinkings that have forced clipper captains to pursue a cautious course when navigating the waters.

SALMON SEASON SUCCESS

Rich Catches For Many:

Portland, Oregon, May 3—(MPA)—The commercial salmon fishing season opened on the Columbia river early this month. More than 1000 boats, each with two men aboard, brought back an average of half a ton. Some of the fishermen, particularly those working in the Oneonto district east of Portland, delivered more than a ton each to cannery pickup boats.

The agreed price offered by canneries for spring Chinook salmon was 27½ cents a pound, but cash buyers were paying 30½ cents, while the "over-the-bank" price for salmon sold direct by fishermen to private buyers was 40 cents a pound. The spring chinooks are the choicest of the year's salmon runs and command the highest prices.

Only gillnets are legal for taking salmon commercially. All fixed gear, such as set nets, traps and seines, was outlawed during the 1950 season. The season will remain open to gillnetters most of the time until Fall.

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BIG BLOW COSTLY

Small Craft Lost:

San Diego, Cal., May 4—(MPA)—April's nasty spell of weather meant a complete disregard of respect for small commercial and sport fishing craft along Southern California's coastline, as witness the number of light vessels littering the beaches or showing their masts from beneath rolling waves.

Four craft sunk or swept ashore at Oceanside and Carlsbad called for salvage operations on a major scale. Engines were removed from the sportfishing boats *Captain*, *Dora M* and *Oceanside*. The bait boat *Wackanora*, which sank at her Oceanside moorings, was refloated and required the replacement of several hull timbers and minor repairs.

BLUSHING BEAUTY JOINS FLEET

Saratoga Latest Addition:

San Diego, Cal., May 4—(MPA—A gleaming, new tuna clipper joined San Diego's commercial fleet this month, following the arrival from Tacoma, Washington, of the sleek 310-ton *Saratoga*, a Harbor Boat & Yacht creation. The 120-foot vessel, fishing for the French Sardine Co's. subsidiary plant, High Seas Packing Co., embarked on her maiden voyage May 8. The craft is capable of carrying 275 tons of fish under refrigeration, has a capacity of 32,000 gallons of fuel, 1860 gallons of lubricating oil and 2800 gallons of water. A crew of 14 men man her decks.

Managing owner and permanent skipper is Manuel Luz, and co-owner is Eddie Madruga. The vessel cost $320,000 to design and build.

OFFICIAL APPOINTED AS ADVISOR

Engineering Project:

Seattle, Wash., May 15—(MPA—Milo C. Bell, chief engineer and associate director of the International Pacific Salmon Fisheries commission, will serve as engineering advisor on the Deschutes river fishway project at Olympia, the Department of Fisheries advised this office.

An appropriation of $120,000 was voted by the last legislature for construction of a fish ladder over Tumwater falls, a rise of 88 feet, to accommodate runs of salmon artificially introduced into the Deschutes river over a three-year period beginning in 1946. The ladder proved highly successful.

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The river has been in accessible to migratory fish in the past.

Bell, formerly chief engineer for the department, has been in charge of fishway construction on the Frazer river, including the project which bridged the notorious Hells Gate block. He also has been consultant on the McNary dam fishways.

Actual construction on the Deschutes project is not expected to begin before 1952, pending detailed observation of water flow characteristics over the falls.

FISHERIES OFFICER TO INDONESIA

Firth New Industrial Diplomat:

Washington, May 15 — (MPA) — Frank E. Firth, of Milton, Mass., accepted a two-year assignment with the Economic Cooperation Administration to go to Indonesia as fisheries officer and advisor to the Ministry of Fisheries and Forestry of the Indonesian Government. He arrived in Djakarta on May 14 to begin his new duties.

The Indonesian Government is undertaking a five-year development of its offshore and inland fisheries. Firth will assist in developing the program and putting it into action, and will train Indonesian fisheries specialists. The Government's aim is to build the industry to a commercial basis, with refrigerated trucks, freezing facilities, modern methods of handlings, transportation and distribution, to increase the protein food available for the Indonesian people.

From 1928 to 1944, Firth was fisheries biologist and technologist for the Fish and Wildlife Service of the U. S. Department of Interior. During the war years, he acted as liaison between the fisheries industry and War Production Board on netting and cordage requirements for the industry. He was enrolled in special studies at Harvard College from 1928 to 1936, and from 1928 to 1938 was headquartered at the Harvard Biological Laboratories.

LOW RECEIPTS

Big Problem:

San Diego, Cal., May 11—(MPA)—April seafood receipts totaled 992,383 pounds, nearly eight million pounds less than was recorded last year during that month, Capt. Donald Glass, local State Division of Fish and Game representative, reports. The huge loss is the result of a 9-week strike which idled more than 200 clippers from late January until April 5.

Last month's catch included 273,114 pounds of yellowfish compared to 6,278,254 pounds for April, 1950; 666,446 pounds of skipjack compared to 2,295,375 pounds caught last year, 8403 pounds of yellowtail and 44,380 pounds of pismo clams.

Commercial fish landings for San Diego's 1949-50 fiscal year amounted to 206,689,361 pounds valued at $32,918,921.

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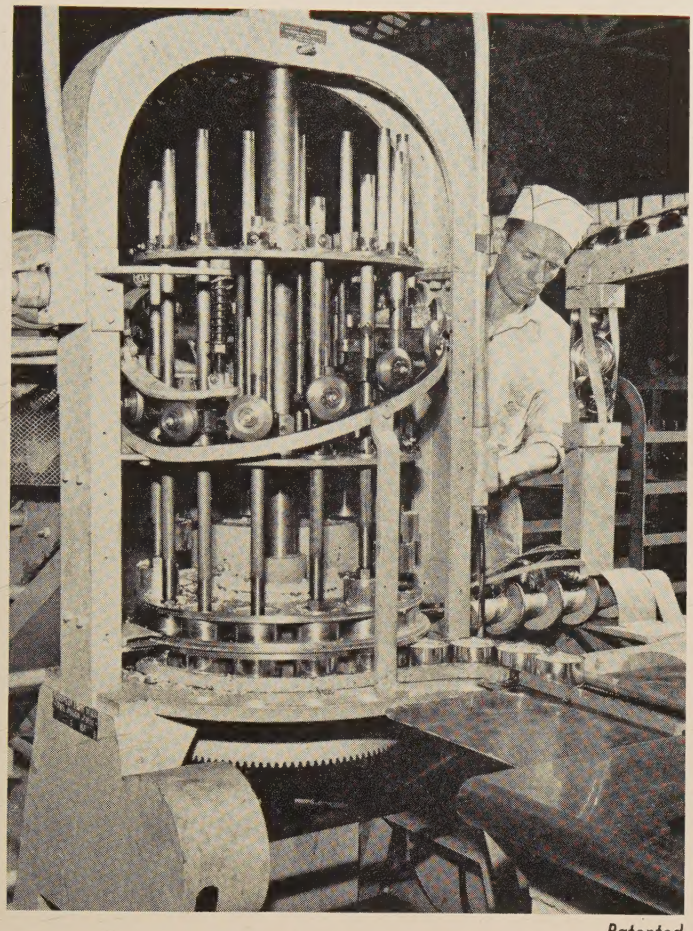

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